

Please check the examination details below before entering your candidate information

Candidate surname					Other names				
Centre Number					Learner Registration Number				

Pearson BTEC Level 1/Level 2 Tech Award

Sample assessment materials for first teaching September 2022

Morning/Afternoon (Time: 2 hours)	Paper reference	BTT03
-----------------------------------	-----------------	--------------

Travel and Tourism
COMPONENT 3: Influences on Global Travel and Tourism

You do not need any other materials.	Total Marks
--------------------------------------	-------------

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided
 – *there may be more space than you need.*

Information

- The total mark for this paper is 60.
- The marks for **each** question are shown in brackets
 – *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

S75969A

©2022 Pearson Education Ltd.
1/1/1




Pearson

SECTION A

Answer ALL questions. Write your answers in the spaces provided.

Health risk factors may influence global travel and tourism.

- 1 (a) Give **two** symptoms of Zika virus.

(2)

1

2

- (b) State **two other** infectious diseases.

(2)

1

2

- (c) State **one** way that infectious diseases may be transmitted.

(1)

Some infectious diseases are **endemic**.

- (d) Give the meaning of endemic.

(1)

(Total for Question 1 = 6 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

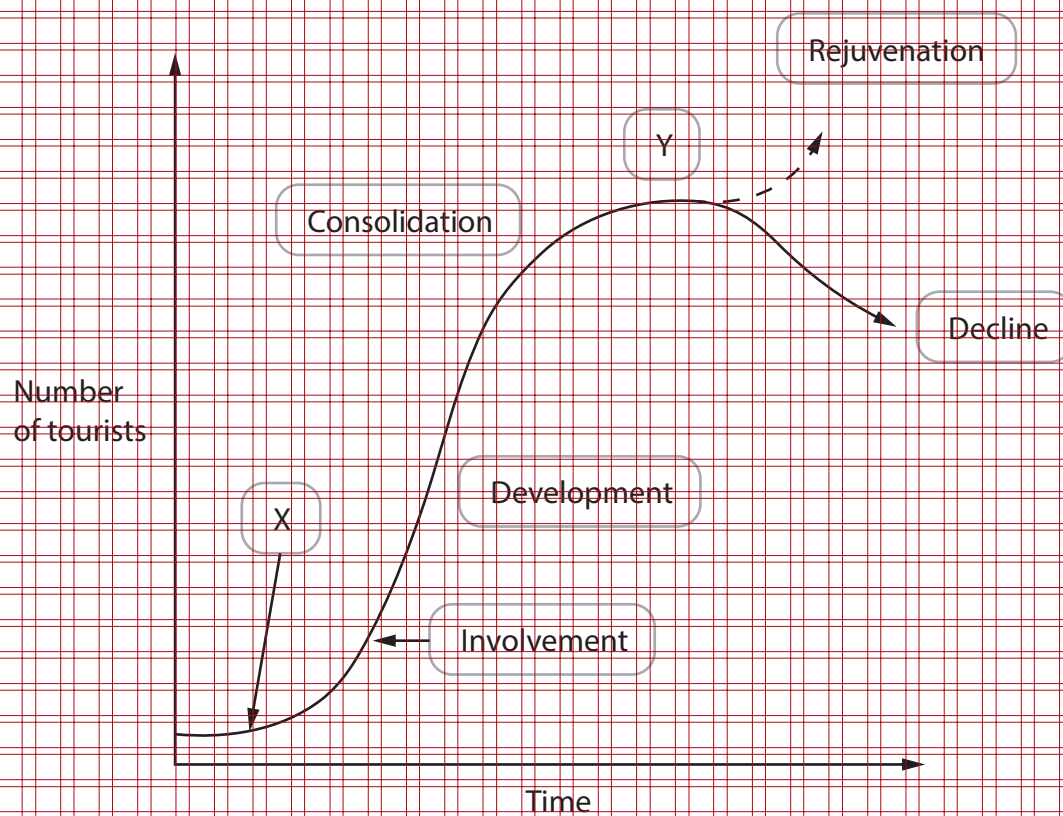
DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Figure 1 is the Tourist Area Life Cycle (TALC) model which shows visitor numbers to a destination over time.



(Source: R.W. Butler, Tourist Area Life Cycle 1980)

Figure 1

- 2 (a) Identify the stages of the Tourist Area Life Cycle (TALC) model labelled 'X' and 'Y'.

(2)

X

Y



S 7 5 9 6 9 A 0 3 2 4

Some destinations are known as **emerging**.

(b) Give **two** characteristics of emerging destinations.

(2)

1

2

(Total for Question 2 = 4 marks)

Political factors may influence global travel and tourism.

One political factor is **taxation**.

3 (a) (i) State **two other** political factors.

(2)

1

2



Table 1 shows the Air Passenger Duty (APD) rates from 1st April 2022. This is an additional tax charged on flight departures from the UK.

The different APD rates depend on the distance to the destination and choice of seat/aircraft.

Band A – destinations close to the UK such as Spain, Egypt and Turkey.

Reduced rate – the lowest class of travel.

Higher rate – planes carrying fewer than 19 passengers.

APD rates (from 1 April 2022)			
	Reduced	Standard	Higher
Band A	£13	£26	£78
Band B	£84	£185	£554

Table 1

- (ii) Identify the amount of tax charged for a flight from the UK to Paris for someone travelling on a small private airplane.

(1)

(Total for Question 3 = 3 marks)



One economic factor is **recession**.

4 (a) Give the meaning of the term recession.

(1)

(b) Explain **one** effect of a recession on visitor choice of global destination.

(2)

(Total for Question 4 = 3 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Some popular tourist destinations attract large numbers of visitors arriving in their own cars. This traffic can create negative impacts on the environment.

- 5 (a) Explain **two** ways traffic can be managed in tourist destinations.

(4)

1

2

Visitor spend is a positive economic impact of tourism.

- (b) Explain **two** ways visitor spend at tourist destinations can be increased.

(4)

1

2

(Total for Question 5 = 8 marks)

TOTAL FOR SECTION A = 24 MARKS



S 7 5 9 6 9 A 0 7 2 4

SECTION B

Answer ALL questions. Write your answers in the spaces provided.

Environmental education is one positive impact of tourism on the environment.

6 State **two other** positive impacts of tourism on the environment.

1

2

(Total for Question 6 = 2 marks)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



Figure 2 shows the location of the United Arab Emirates (UAE) on the world map.

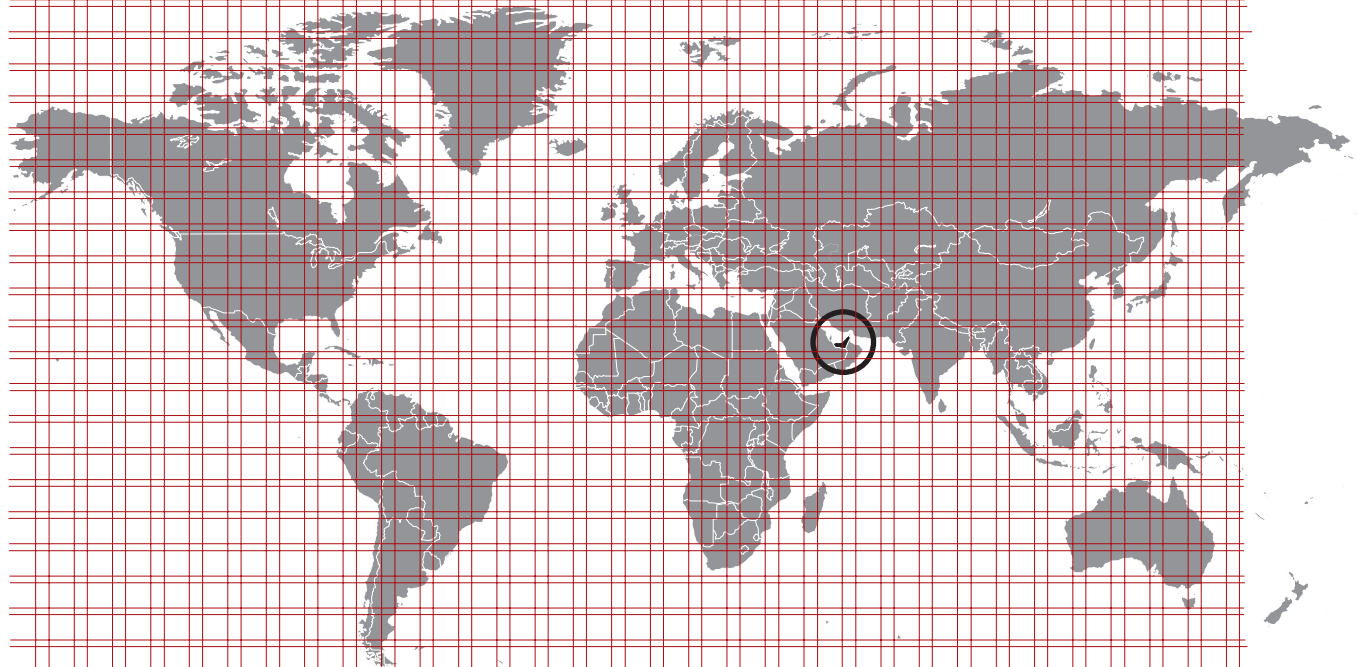


Figure 2

Table 2 shows the number of tourists to the United Arab Emirates (UAE) and the contribution of tourism to GDP (2016–2020).

Year	Number of tourists (million)	% of GDP
2020	8.08	6.9%
2019	25.28	9.2%
2018	23.09	8.2%
2017	21.81	7.7%
2016	20.89	8.0%

Table 2

(Source: adapted from the World Tourism Organization
<https://www.worlddata.info/asia/arab-emirates/tourism.php>)



7 (a) (i) Identify the year tourism made the biggest contribution to the GDP of the United Arab Emirates (UAE).

(1)

(ii) Identify the number of tourists that visited the UAE in 2016.

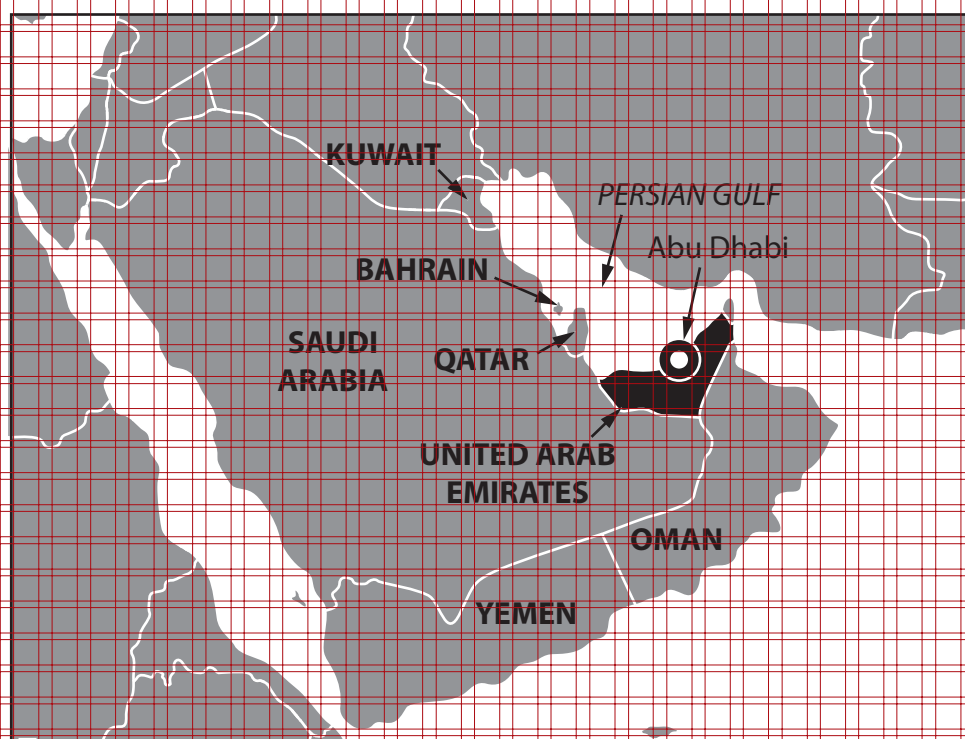
(1)

(Total for Question 7 = 2 marks)



S 7 5 9 6 9 A 0 1 1 2 4

Figure 3 shows the location of Abu Dhabi in the UAE.



(Source: adapted from: <https://www.britannica.com/place/United-Arab-Emirates>)

Figure 3

Abu Dhabi is the capital of the United Arab Emirates.

In 1958, oil reserves were discovered in the desert, increasing the country's wealth. In the mid-1990s plans were made to develop the city as a centre for tourism and business.

In 2019 Abu Dhabi received 11.35 million visitors, a 10.5% increase from 2018.



8 (a) Explain **two** reasons governments may want to develop tourism.

(4)

1

2

Visitors from the UK and some other countries do not need a visa to travel to the United Arab Emirates (UAE).

(b) Explain **one** possible reason why the UAE allows visitors from some countries to travel to the country without a visa.

(2)

(Total for Question 8 = 6 marks)



S 7 5 9 6 9 A 0 1 3 2 4

Abu Dhabi is a glamorous, modern city with a marina, theme parks and shopping malls. Visitors can take desert safaris, attend international events or visit cultural sites like the Grand Mosque.

The UAE is a strictly Muslim country whose people follow Islamic rules and traditions relating to everyday life including food, clothing, alcohol and public displays of affection. Fines and imprisonment are imposed on anyone disobeying the rules.

- 9 (a) Give **two** possible negative sociocultural impacts of tourism in Abu Dhabi.

(2)

1

2

Education is one method that can be used by different travel and tourism organisations to manage the impacts of tourism.

- (b) Explain **two** possible ways organisations could use **education** to manage sociocultural impacts of tourism in Abu Dhabi.

(4)

1

2

(Total for Question 9 = 6 marks)

TOTAL FOR SECTION B = 16 MARKS



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



SECTION C

Answer ALL questions. Write your answers in the spaces provided.

Crete is a Greek island in the Mediterranean Sea. It is known to be a mature destination.

Rethymno is a popular resort on the northern coast of Crete. Rethymno's old town is close to the harbour and consists of narrow winding cobbled streets. There is a large fortress that was built to protect the harbour from pirates in the 16th century.

The Aqua Hotel is situated on the edge of Rethymno. It was built in the 1980s. The current target market is for families on a budget seeking summer sun holidays.

The Aqua Hotel has:

- a long sandy beach nearby
- views across the bay and into the mountains
- three floors – no lift
- 10 bedrooms – some with a shared bathroom with bath
- a small dining area and a bar
- a swimming pool – in need of repair.

The hotel has always been privately owned but the owners are retiring.

It has recently been purchased by a wealthy couple from Sweden. They have conducted some research on travel and tourism trends. They found that tourists are increasingly concerned about the environment.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



The new owners plan to update the Aqua Hotel. Their strategic aims are to:

- improve sustainability
- diversify and attract a new target market.

10 (a) Discuss the ways both of these aims could be achieved.

(6)



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Concerns have been raised about the plans for the Aqua Hotel and possible negative impacts.

- (b) Explain **one** possible negative impact on the local economy of the plans for the Aqua Hotel.

(2)

The owners of a large hotel in Rethymno have contacted the new owners of the Aqua Hotel. It has been proposed the two hotels form a partnership.

- (c) Explain **one** advantage for the Aqua Hotel owners of being in this partnership.

(2)



S 7 5 9 6 9 A 0 1 9 2 4

Different types of media can be used by travel and tourism organisations for many reasons.

When the Aqua Hotel has been updated, the owners will want to promote the hotel.

(d) Explain **two** ways different types of media could be used to promote the Aqua Hotel to attract customers.

(4)

1

2

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Crete

Overview

Crete is an island of sun-soaked beaches, rocky coves and cliffs, narrow gorges, forests, remote villages and snow topped mountains.

Airports

There are two international airports, Heraklion and Chania. Chania is convenient for those visiting the north and west.

Car rental

Car rental companies are at both airports. Cars must be booked well in advance to get the best deal, especially in the tourist months of April to October.

Getting around

Main roads in Crete are in good condition. However, in the north mountain roads are winding with steep drops and no safety barriers. Some do not have signposts or signs.

Climate in August

Maximum daytime temperature – 29°C

Sunshine per day – 12 hours

Rainfall – 2mm

Where to stay

The northern coastline is highly developed with many resorts offering accommodation in hotels, guesthouses and apartments.

In the mountains traditional village life continues, and rooms can be rented from locals.

Hiking

The Samaria Gorge in western Crete is an 11-mile hike, which gets very crowded. It is only open a few months each year due to the risk of floods. In places its sheer rock faces are 3m apart.

Less well-known trails are quieter, not well signed, rocky and exposed to the sun.

(Source: adapted from: <https://www.lonelyplanet.com/greece/crete#planning>)



S 7 5 9 6 9 A 0 2 1 2 4

A travel agent is advising a customer on suitable holiday destinations. The customer's needs are:

- explore and go hiking
- have an authentic experience
- travel in August.

He has heard Crete is quite mountainous and good for walking.

(e) Discuss the suitability of Crete for this customer's needs.

(6)

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(Total for Question 10 = 20 marks)

TOTAL FOR SECTION C = 20 MARKS
TOTAL FOR PAPER = 60 MARKS



S 7 5 9 6 9 A 0 2 3 2 4

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE

